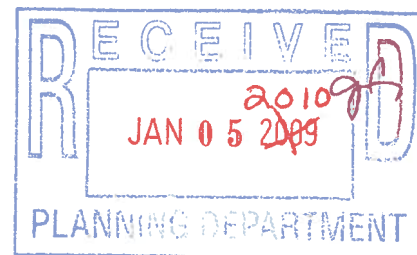


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January 4, 2010

Ms. Sophia Fisher, Planner
Department of Planning
County of Loudoun
1 Harrison Street, S.E., #300
Leesburg, VA 20175

RE: ZMOD 2008-0117, 2008-0015, 2009-0016 Belmont Executive Center CSP

Dear Ms. Fisher:

Thank you for providing copies of the comments submitted by the referral agencies with regard to the above referenced application. We have prepared responses, in table format, which may be found in the attached document entitled "Comment Responses" and dated January 4, 2010.

Our resubmission includes the Revised Comprehensive Sign Plan, including all other attachments for reference (3 copies) along with the "Comment Responses".

We would look forward to discussing the schedule for the Planning Commission public hearing and the Board of Supervisors public hearing.

If you should need any additional information or copies, please do not hesitate to contact me.

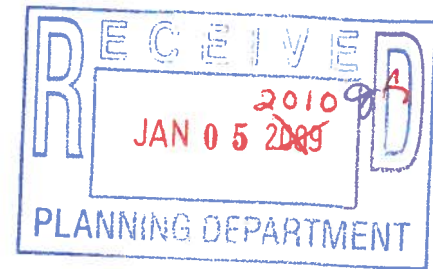
Sincerely,

SACK HARRIS & MARTIN, P.C.

Keith C. Martin

Enclosures

Copy to:
Richard Keyser
Adam Steiner



ZMOD 2008-0117, 2008-0015, 2008-0016
 BELMONT EXECUTIVE CENTER CSP

COMMENT RESPONSES
 January 4, 2010

COMMENT	RESPONSE
Department of Planning – November 19, 2009	
<p>1(a). Project Icon Entrance sign (M1 and A1).</p> <p>Staff does not support the two proposed Project Icon Entrance signs (M1 and A1) that are intended to be visible from Route 7. Staff recommends that the Applicant remove these signs from the proposed sign plan and/or relocate them to vehicular entrances.</p>	<p>Similar signs and locations have recently been approved including Belmont Country Club, Belmont Greene, Goose Creek Village, Arcola Center and Market Square at South Riding.</p>
<p>(b) Directional Signs (A3, A4 and M4)</p> <p>Staff recommends that the Applicant reconsider both the number and placement of the proposed Directional signs (A3, A4 and M4), which should generally be limited to intersections and/or change-of-direction points.</p>	<p>Sign Type A3: 2 of the previous 4 A3 signs were removed (1 sign on Claiborne Pkwy NE of building XX and 1 sign on Claiborne Pkwy between buildings XXXI and XXX). Total Aggregate Sign Area reduced from 36 s.f. to 18 s.f.</p> <p>Sign Type A4: 3 of the previous 5 A4 signs were removed (1 sign east of building III, 1 sign west of Building XII and 1 sign south of buildings XXV and XXIV). Total Aggregate Sign Area reduced from 32 s.f. to 12.75 s.f.</p> <p>Sign Type M4: 1 of 2 M4 signs was removed (sign on Claiborne Pkwy east of building VII). Total Aggregate Sign Area changed from 18 s.f. to 9 s.f.</p>
<p>(c) Community Commercial Sector and Icon Signs (M2 and M3)</p> <p>Staff recommends that the number and size of the proposed Community Commercial</p>	<p>Sign Type M2: The M2 sign was redesigned to be smaller and closer to size of other previously similar retail signs. Total Aggregate Sign Area was reduced by 56 s.f. Sign Area was reduced by 14 s.f. The Sign Height was reduced by 2'-6".</p>

<p>Section and Icon Signs (M2 and M3) be reduce further. The largest freestanding retail sign should be provided at the primary entrance point to the planned retail center (Claiborne Parkway or Russell Branch Parkway) with similar sign(s) at secondary entrances.</p> <p>(d) Temporary Signs (Z8)</p> <p>Staff recommends that the Applicant re-examine the number and size of the proposed temporary signs.</p>	<p>The Background Area was reduced by 14 s.f. The Background Height was reduced by 2'-6". Not that square footage shown for Total Aggregate Sign Area has increased but this was due to a clarification by the Applicant to include both sides of both signs in the calculation.</p> <p>Sign Type M3: The M3 sign was redesigned to be drastically smaller. Total Aggregate and Sign Area were reduced by 19.75 s.f. The Sign Height was reduced by 3'-6". The Background Area was reduced by 51.75 s.f. The Background Height was reduced by 3'-3".</p> <p>Sign Type Z8: The Maximum Number of Signs was reduced from 11 to "6 at any one time" and the sign locations were reduced to include 9 possible locations rather than 11.</p>
<p>2. Lighting and Landscaping Commitments.</p> <p>Staff recommends that appropriate condition of approval be developed regarding lighting and landscaping.</p>	<p>So noted.</p>
<p>Department of Building and Development – November 24, 2009 Critical Issues</p>	
<p>1. The 343.87 acre parcel identified as Tax Map /62/////////24/ is split zoned PD-H4 and PD-OP. The office development located at the corner of Belmont Ridge Road and Russell Branch appears to be shown within the portion of the property zoned PD-H4. Per ZMAP-1996-0003, this portion of the parcel is designated to be single family attached units. The zoning district boundaries for all parcels within this rezoning are based upon Sheet 3, Zoning District Boundaries of the Concept Development Plan. Staff suggests updating</p>	<p>Russell Branch was the original boundary between the PD-H4 and PD-OP zones.</p>

Sheet 8 to show the zoning districts or provide an additional sheet. The applicant must verify the proposed office uses are located within the portion of the parcel zoned PD-OP.	
Statement of Justification	
1. The introduction paragraph references ZMAP-1997-0009 as the rezoning associated with the subject parcels. ZMAP-1997-0009 covers a portion of the parcels within this application. The remaining portion of the parcels is subject to ZMAP-1996-0003. The Statement of Justification introduction should be updated to reference both rezoning applications.	Statement of Justification has been revised.
2. As parcel /62/////////22/ is also part of this application, the introduction should be updated to include The Episcopal Diocese of Virginia as an owner.	Statement of Justification has been revised.
3. The justification section references attachments within the SOJ as XXX and XXXX. Please update to include these attachments and insure the labeling is correct.	Statement of Justification has been revised.
4. Criterion 2 references Route 70. Please correct this to reference Route 7.	Statement of Justification has been revised.
5. Criterion 7 references rezoning ZMAP-1997-0016. This application does not exist. Please update this section to reference the correct rezoning applications associated with the parcels. In addition, the zoning district is listed as "PC-CC-OP", which also does not exist. Please update to reference the correct zoning districts as PD-OP and PD-CC-CC.	Statement of Justification has been revised.
Sign Package	
1. Page 3 Glossary – There appears to be a typographical error in the first sentence of the	Glossary has been revised.

<p>glossary. The sentence reads “<i>provided in Article 8 or the Revised 1993 Zoning Ordinance</i>”. It appears the sentence should read “<i>provided in Article 8 of the Revised 1993 Zoning Ordinance</i>”.</p>	
<p>2. Page 9 - A1 Primary Entrance Sign – Staff’s original comment remains regarding these 2 signs. Neither of the proposed A1 signs is located at vehicular entrances into the development. Entrance signs are to be located at the vehicular entrance into the development, not at the intersection of roadways or along interchange ramps. Staff suggests the appropriate place for signs such as the A1 signs are at the locations identified as the A2 sign locations. Staff is not suggesting placing both the A1 and A2 signs as the same location therefore being redundant. The A1 signs and the A2 signs identify “Belmont Executive Center”. Again, the appropriate location for such signs is at the vehicular entrance into the development.</p>	<p>See response to Department of Planning Comment 1.(a)</p>
<p>3. Page 20 – M₁ Primary Entrance Sign and Vehicular Entrance Signs – Again, staff maintains Entrance signs are to be located at the vehicular entrance into the development, not at the intersection of roadways or along interchange ramps. As proposed, these signs are not located at a vehicular entrance into the development.</p>	<p>Same response as to A1 sign.</p>
<p>4. Page 21 – M₂ – Primary Retail Sign – Staff acknowledges the proposed height of this sign has now been changed from 21’6” in height to 14’ 6” in height. The applicant is proposing 2 signs at 131 square feet in size. The size of this sign seems excessive in relation to the size of the retail center it will identify. The intent of the PD-CC-CC is to serve the retail shopping needs of the</p>	<p>See response to Department of Planning Comment 1.(c)</p>

surrounding community within a 10 minutes drive. The applicant is using the signage modified and approved for large scale regional centers as comparison. The signage proposed should be appropriate in size and scale to the center in which it identifies.	
5. Page 28 – O ₂ – Pad Site Tenant Canopy Sign - Staff would recommend the signs not be used for purpose of advertising, such as promotions offered by the tenant, rather signs should direct users to the appropriate lanes of the drive though.	Sign Types O2 and S1-0: An additional requirement was added to these sign types; "Sign copy will not include promotional offers by tenant or other direct forms of advertisement."
6. Page 29 – S ₁₋₀ – Primary inline retail tenant front signage – The applicant has responded the window signs proposed could provide the name of services provided in the grocery. Staff would recommend these signs not be used for the purpose of advertising in store specials, rather identify services such as deli, flower shop, pharmacy, etc.	Same response as 5 above.
7. Sheet 48 – Z ₇ – Freestanding tenant signage – Staff maintains Section 5-1204(D)(3)(ii) is to be used when the use is not listed within the sign matrix. These signs should be listed as an additional signs under the appropriate sign type and modifying the appropriate sign section. For example, the freestanding auto service station monument sign should be included with sign type N, freestanding bank signs should be included with the appropriate pad site signage, freestanding restaurant monument signs should be included with sign type Y, etc.	Sign Type Z7: To maintain a consistent proportional amount of signage on all buildings, the Applicant would prefer to compute the allowable building mounted signage separately and as a function of the total building length. Additional limitations have been added to the Z7 signs. A note was added to set parameters for the sign locations to be located within 100" of the building, within the tenant lease limits and not between parking and public road.